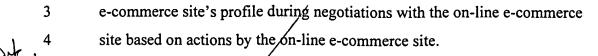## CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

1. A computer assisted on-line negotiation method in which an on-line e-commerce site can negotiate with a customer based on his or her dynamic profile comprising the steps of:

generating off-line static customer profiles based on past history that the site has about various customers, including multiple value attributes;

assigning a static customer profile to a new customer visiting the on-line e-commerce site, the initial assignment to a profile being based on whatever information is available about the customer at the time of assignment;

negotiating by the on-line e-commerce site with the customer based on the customer's dynamically changing profile; and

changing the customer's dynamically changing profile during negotiations based on the customer's observed behavior.

2. The computer assisted on-line negotiation method recited in claim 1, further comprising the step of updating past history information based on the negotiations with the customer.

3. The computer assisted on-line negotiation method recited in claim 2, wherein the attributes included in the past history information include non-quantitative information.

1   4. The computer assisted on-line negotiation method recited in claim 3,

2   wherein the non-quantitative information includes season and time of day.

1   5. The computer assisted on-line negotiation method recited in claim 1, further

2   comprising the steps of:

3   capturing by the on-line e-commerce site the customer's "click-through

4   stream" and other direct interaction with the on-line e-commerce site; and

5   analyzing the interaction with the on-line e-commerce site to update

6   the customer's dynamic profile.

1   6. The computer assisted on-line negotiation method recited in claim 5,

2   wherein the other direct interaction includes the customer's voice and physical

3   actions.

1   7. The computer assisted on-line negotiation method recited in claim 1, further

2   comprising the steps of:

3   capturing by the customer the on-line e-commerce site's actions; and

4   formulating by the customer a profile of the on-line e-commerce site.

1   8. The computer assisted on-line negotiation method recited in claim 7, further

2   comprising the steps of:

3   storing by the customer a formulated profile of the on-line e-commerce

4   site in a database of on-line e-commerce site profiles; and

5   accessing the on-line e-commerce site from the database by the

6   customer to begin negotiations with the on-line e-commerce site.

1   9. The computer assisted on-line negotiation method recited in claim 8, further

2   comprising the step of dynamically modifying by the customer the on-line

3   e-commerce site's profile during negotiations with the on-line e-commerce

4   site based on actions by the on-line e-commerce site.

1   10. The computer assisted on-line negotiation method recited in claim 9,

2   wherein actions by the on-line e-commerce site on which the site's profile is

3   dynamically modified include prices of items offered for sale, packaged deals

4   ~~and bonuses.~~